



SPEEDING: IMPROVING SAFETY FOR ALL ROAD USERS
A DISCUSSION HOSTED BY ALLIANCE FOR AUTOMOTIVE INNOVATION

Safety Seminar: Speeding

On April 9, 2025, Alliance for Automotive Innovation convened a panel of experts to define and discuss the problem of speeding in the United States, and to offer comprehensive strategies for enhancing road safety, including reducing speeding-related incidents.



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Data: [NHTSA's 2022 Traffic Safety Facts on Speeding](#) and [NHTSA's estimates of fatalities](#) were cited. Panelists posited that the causes of increases in pedestrian fatalities are likely multifaceted but that speeding, impairment and distraction each play a role.

Themes and Takeaways: Panelists emphasized that speeding is a multi-faceted problem that requires holistic solutions that improve safety: safe speeds, safe roads, safe people and safe vehicles.

Signage and Vehicle Systems. Many automakers are deploying traffic sign recognition systems. These camera and GPS based systems, also known as passive intelligent speed assist, help drivers know the posted speed limits, so that they can more easily obey them. However, to work as intended, these systems need consistent, harmonized and visible signage.

Aftermarket, In-Vehicle Technology. Aftermarket technologies can help support driver compliance with the posted speed limits. For example, the Washington, D.C. [STEER Act](#), which focuses on requiring intelligent speed assist for repeat offenders, went into effect last year, and the city also recently launched a pilot program to install aftermarket speed limiters on municipal vehicles. Also, Virginia recently passed a [law](#) that will allow judges to

require reckless drivers to install aftermarket intelligent speed assist devices on their vehicles.

Road Design. Good roadway design can encourage drivers to drive at appropriate speeds for the locations and conditions, whereas bad roadway design can facilitate poor driving decisions. Tensions exist between designing roads with efficiency in mind while also ensuring their safety.¹ In Washington D.C., 50 percent of roadway fatalities occur on 5 percent of the roadways; this fact suggests that a focus on select roads for roadway design that encourages improved driver behavior may help to reduce fatalities. Getting road design right matters for safety because poor designs may contribute to more speeding.

Speed Limits. The way speed limits are currently set, coupled with road designs that prioritize efficiency, can lead to increased speeds.² Under current practice, engineers measure the speed that 85 percent of the drivers are traveling at or below, and that figure contributes to the calculation of any new speed limit. Some communities are lowering speed limits to improve outcomes and change behaviors. For example, speed limits in Washington, D.C. were lowered in residential areas as part of the “[20 is plenty](#)” campaign.

Speed Cameras. Washington D.C. and Montgomery County, Maryland have both seen cameras improve speeding behavior in problematic locations. Community engagement plays a key role in identifying certain locations for cameras and education about the dangers of speeding. The goal of the Washington D.C. program is to change driver behavior such that it does not have to issue any traffic citations for speeding.³

Collaboration. Law enforcement, working closely with highway safety offices, can use data and input from the public to target high risk areas for speeding and amplify messages about the importance of safe driving.

Conclusion: Speeding contributes to roughly one-third of the fatalities on our nation’s roadways. Changes in the way we design roads and signage as well as how speed limits are set can help to change driver behavior. Law enforcement tools of data, speed cameras and more traditional policing stops also facilitate changes to driver behavior while aftermarket technologies are options for those who are repeat and/or excessive speeders.

¹ A panelist mentioned this report: <https://smartgrowthamerica.org/dangerous-by-design/>

² For more information on speed limits see: <https://highways.dot.gov/safety/speed-management/speed-limit-basics>

³ While they were not represented on the panel, New York City speed cameras have seen violations decrease by 94 percent since the start of their speed camera program in 2014. Almost three-fourths of vehicles that receive violations receive no more than two per year. Roughly 3 percent of vehicles, however, receive more than 10 citations per year, while roughly half a percent of drivers exceed 15 tickets per year. Those frequently ticked drivers are significantly more likely to be in a serious crash than those who receive fewer tickets. <https://www.nyc.gov/html/dot/downloads/pdf/speed-camera-report.pdf>